

Dr. William G. Morrison



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Education

- Ph.D. Economics Simon Fraser University, 1993.
- M.A. Economics Carleton University, 1983.
- B.A. Economics Stirling University, 1981.

Research Interests

- Applied microeconomic theory.
- Transportation economics.
- Behavioural economics.
- Applied game theory.

Academic Appointments

- 2008 - Director, Laurier Centre for Economic Research and Policy Analysis, Wilfrid Laurier University.
- 2007 - Research Fellow, Centre For Transportation Studies, University of British Columbia.
- 1998 – Associate professor, School of Business and Economics, Wilfrid Laurier University.
- 2005 Visiting Research professor, Groupe ESC-Toulouse (Toulouse Business School).
- 1997-98 Visiting Assistant Professor, Moore School of Business, University of South Carolina.
- 1993-97 Assistant Professor, School of Business and Economics, Wilfrid Laurier University.

Professional affiliations

Canadian Economics Association.
Canadian Experimental and Behavioural Economics Research Group (CEBERG).
Centre for Transportation Research, University of British Columbia.
German Aviation Research Society

Scholarship

Refereed Journal Articles

W. G. Morrison, 2009. *Real estate, factory outlets and bricks: a note on non-aeronautical activities at commercial airports*, Journal of Air Transport Management [Volume 15, Issue 3](#).

W. G. Morrison 2009. *Understanding the complexities and challenges of airport performance benchmarking*, Journal of Airport Management, V3:2, 145-158.

K. Mason and W. G. Morrison, 2008. *Towards a means of consistently comparing airline business models with an application to the 'low cost' airline sector*, Research in Transportation Economics [Volume 24, Issue 1](#).

D. W. Gillen and W. G. Morrison, 2005. *Regulation, competition and network evolution in aviation*, Journal of Air Transport Management, 11(3).

D. W. Gillen and W. G. Morrison 2005. *The economics of franchise contracts and airport policy*, Journal of Air Transport Management, 11(1).

W. G. Morrison 2004. *Dimensions of predatory pricing in air travel markets*, Journal of Air Transport Management, 10:1, 87-95.

B. C. Eaton and W. G. Morrison, 2003. *Evolutionary stability in the investment-opportunism-retaliation game*, Journal of Bioeconomics, 5, 27-45.

D. W. Gillen and W. G. Morrison, 2003. *Bundling, integration and the delivered price of air travel: are low-cost carriers full-service competitors?*, Journal of Air Transport Management. 9(1).

W. G. Morrison, 2001. *Adapt or mitigate?*, Northern Review, December.

D. W. Gillen and W. G. Morrison, 2000. *Warped tables: the decision-making process used by Canada's climate change roundtables has built-in biases*, *Alternatives Journal*, 26:2, Spring.

R. Cressman, W. G. Morrison and J-F Wen, 1998. *On the evolutionary dynamics of crime*, *Canadian Journal of Economics*, V31, 5.

W. G. Morrison, 1996. *Instincts as reflex choice: does loss of temper have strategic value?*, *Journal of Economic Behaviour and Organization (JEBO)*, Volume 31, issue 3, pages 335-356.

J. Arifovic, B. C. Eaton and W. G. Morrison, 1996. *Drift and selective imitation*, in *Evolutionary Programming V: Proceedings of the Fifth Annual Conference on Evolutionary Programming*, Lawrence J. Fogel, Peter J. Angeline, and Thomas Bäck (Editors), MIT Press, ISBN 0-262-06190-2.

W. G. Morrison and E. G. West, 1986. *Child exposure to the performing arts: the implications for adult demand*, *Journal of Cultural Economics*, 10, 17-24.

Refereed Chapters in Books

K. J. Mason and W. G. Morrison, Forthcoming. *European liberalisation and the evolution of airline business strategies*, in: 'Liberalisation in aviation', P. Forsyth, D. Gillen, K. Hüschelrath, HM Niemeier, H. Wolf eds. Ashgate.

D. W. Gillen and W. G. Morrison, 2008. *Slots and Competition Policy*, in *How to make slot markets work* eds: A. Czerny, P. Forsyth, D. Gillen, H-M. Niemeier. Ashgate.

D. W. Gillen, W. G. Morrison and C. Stewart, 2007. *Air Travel Demand Elasticities: Concepts, Issues and Measurement*, in "Advances in Airline Economics Volume 2: The Economics of Airline Institutions, Operations and Marketing", ed D. Lee, Elsevier.

W. G. Morrison, 2005. *A Case of Beer and Pretzels*, in *Competition versus Predation in Aviation Markets: A Survey of Experience in North America, Europe and Australia*, eds: P. Forsyth, D. Gillen, O. Mayer, H. Niemeier, Ashgate.

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D. W. Gillen and W. G. Morrison, 2004. *Airport Pricing, Financing and Policy*, in *The Economic Regulation of Airports: Recent Developments in Australasia, North America and Europe*, eds: D. Gillen, P. Forsyth, O. Mayer, H. Niemeier, Ashgate.

Glenn W. Harrison and William G. Morrison, 1997. *International Coordination in a Global Trading System: Strategies and Standards*, in F. Flatters and D. Gillen (eds.), "Competition and Regulation: Implications of Globalization for Malaysia and Thailand.", Queens University: John Deutsch Institute for the Study of Economic Policy.

W. G. Morrison and E. G. West, 1997. *Subsidies for the Performing Arts: Evidence on Voter Preferences*, in 'Cultural Economics: The Arts, the Heritage' and the Media, R. Towse (Editor), Edward Elgar. ISBN 1-85898-383-5, 1997. Reprinted from The Journal of Behavioural Economics, V15, 57-72.

Articles in Professional Journals

W. G. Morrison, 2009. *Canada's Gateways and Corridors: ten messages*, SCL Canada Journal; Supply Chain and Logistics Association Canada, Spring Issue.

Published Books and Monographs

David W. Gillen, Len Henriksson and W. G. Morrison 2001. *Airport Financing, Costing, Pricing and Performance*", The Canada Transportation Act Review Board, Government of Canada.

Non-refereed Publications

2008. *BMO's Doug Porter revisits the eight big economic questions that need answers: Bill Morrison, in conversation with Doug Porter, Deputy Chief Economist, Bank of Montreal.* Financial Post: FP Executive, December 4th.

W. G. Morrison, 2002. *Bandwagon Effects, Attribution and the Value of Sunflowers*, Art Business Exchange, May.

W. G. Morrison, 1996. *Economics and Economic Perspectives of the Art Market*, Art Business Exchange, May.

Research Reports

W. G. Morrison and R. J. Oxoby, 2010. *Economic research using laboratory experiments to investigate behavioural aspects of savings decisions*, Task Force on Financial Literacy Secretariat, Department of Finance, Government of Canada.

W. G. Morrison and R. J. Oxoby, 2009. *Behavioural elements of savings decisions: an initial investigation of entitlement and discount rates in a laboratory experiment*. Task Force on Financial Literacy Secretariat, Department of Finance, Government of Canada.

W. Morrison and D. Gillen, 2008. *Airport economics, governance and recent international experience*, Greater Toronto Airport Authority, December.

W. Morrison and D. Gillen, 2008. *Airport governance and regulation in the 21st century: Stated opinions of expert airport stakeholders*, Greater Toronto Airport Authority, December.

W. Morrison and D. Gillen, 2008. *Airport governance and regulation in the 21st century: Economic and financial indicators from selected airports*, Greater Toronto Airport Authority, December.

W. Morrison, 2007. *Airport, governance, economic oversight and rent: an analysis of policy issues*, Greater Toronto Airport Authority.

W. Morrison, 2006. *A review of Canada's airports and airport policy*, Greater Toronto Airport Authority.

D. Gillen and W. G. Morrison, 2004. *Assessing potential changes in air cargo policy in Canada: an industry analysis of the integrated courier market*, Purolator Courier Ltd..

D. Gillen and W. G. Morrison, 2004. *US domestic and trans-border integrated courier markets: industry and air cargo policy scenario analysis for North America*, Purolator Courier Ltd..

D. Gillen and W. G. Morrison, 2004. *Quantitative impact analysis of potential changes in air cargo policy on integrated courier markets*, Purolator Courier Ltd..

D. Gillen and W. G. Morrison, 2003. *Parking strategies for Toronto International Airport*, Greater Toronto Airports Authority.

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D. Gillen and W. G. Morrison, 2002. *An economic assessment of the trends and prospects for air cargo and Canadian ACMI operators.*

D. Gillen and W. G. Morrison, 2000. *Evaluating alternative approaches to modeling policy prescriptions for improved energy efficiency in passenger automobiles and light trucks,* Transportation Energy Use Division, Office of Energy Efficiency, Natural Resources Canada.

D. W. Gillen and W. G. Morrison, 1999. *A review of Transport and Climate Change Options for Change,* Ministry of Transportation, Government of Ontario.

D. W. Gillen and W. G. Morrison, 1999. *An assessment of incremental measures effecting greenhouse gas emissions,* Ministry of Transportation, Government of Ontario.

Working papers

R. J. Oxoby and W. G. Morrison, 2010. *Intertemporal choice and the endowment effect in the laboratory.*

W. G. Morrison and K Mason, 2008. *What is a low cost carrier?*

W. G. Morrison and E. E. Rutström 2004. *The role of beliefs in an investment game experiment''*

P. Harrald and W. G. Morrison, 2003. *Sleepers, Thresholds and Gateways: Drift and Stability in Dynamic Evolutionary Games.*

D. Gillen and W. G. Morrison, 2001. *Hasten Slowly: Incentive Compatibility and the Process of Reducing GHG's in Canada's Transportation Sector.*

W. G. Morrison, 2001. *The SUV Factor.*

Work in progress

W. G. Morrison and R. J. Oxoby, *The endowment effect, default bias and intertemporal choice.*

W. G. Morrison, *Beliefs, norms and meta-norms in an investment game experiment.*

K. J. Mason and W. G. Morrison, *The evolution of 'low cost carriers'.*

Recent invited presentations

- 2010 The Importance of Access to Air Transport Services: Liberalization in Aviation Markets, Anáhuac University, Mexico City.
- 2010 Financial Literacy Roundtable, Canadian Economics Association Meetings, Quebec City.
- 2008 Hamburg Aviation Conference.
- 2007 Address to Executive Management Team and Board of Directors, Vancouver International Airport Authority (YVR).
- 2007 International conference on gateways and corridors, Centre for Transportation Studies, Sauder School of Business, University of British Columbia, Vancouver.
- 2007 Turbulent Times: Regulation, Security and Profitability in the Airline Industry, Chatham House, London, UK, March.
- 2006 Groupe Pilote: Meeting of Experts (*Leading Group on solidarity levies to fund development*), Ministry of Finance, Paris.
- 2006 Hamburg Aviation Conference, Hamburg.
- 2006 German Aviation Research Society; research workshop, Hamburg.
- 2005 Transportation Research Workshop, University of British Columbia, Vancouver.
- 2005 German Aviation Research Workshop, Hamburg, Germany.
- 2004 Hamburg Institute of International Economics Workshop, Hamburg, Germany.

Other recent conference participation

- 2010 2nd International Conference on Gateways and Corridors, Vancouver.
- 2010 Asia Pacific Gateway and Corridor Initiative: Toronto Workshop, Toronto (Organizer).
- 2010 Aviation Research Workshop, University of British Columbia, Vancouver.
- 2010 International Industrial Organization Conference, Vancouver.
- 2009 Canadian Economics Association Conference, Toronto.
- 2009 German Aviation Research Workshop, Bremen.
- 2008 Canadian Economics Association Conference, Vancouver.
- 2007 Air Transport Research Society World Conference, Berkeley, CA.
- 2006 Air Transport Research Society World Conference, Nagoya, Japan
- 2005 German Aviation Society; Research Workshop, Bremen, Germany
- 2005 Seventh Hamburg Aviation Conference, Hamburg, Germany
- 2004 Canadian Economics Association Meetings, Toronto.
- 2004 Hamburg Aviation Conference, Hamburg, Germany

Academic Research Funding

- 1998 NSF Grant (joint with L. Rutström)
- 1998 SSHRC Grant (Principal researcher)

Recent Academic Refereeing

Journal of Air Transport Management
The Transportation Journal
Journal of Economic Behaviour and Organizations
Transportation Research: E
Logistics and Transportation Review
Journal of Environmental Economics and Management
IEEE Expert (Intelligent Systems)
Canadian Journal of Economics
Canadian Journal of Administrative Sciences
Journal of Canadian Studies
Journal of Economic Education

Academic teaching and course development

- Economics, Executive Masters in Technology Management
- Economics for MBA
- Topics in Air Transport Economics (Aerospace MBA, Toulouse Business School)
- Microeconomics (PhD in Management).
- Topics in microeconomic theory (4th year, undergraduate)
- Game Theory for Business and Economics (MBA, MA)
- Intermediate microeconomic theory (2nd year, undergraduate)
- Mathematical Economics (3rd year, undergraduate)

Visual Education Media:

Instructional Video (Four part series)

Writer and on-screen presenter, "*Economics in a Changing World: Where Do I Fit In?*", Target Canada Productions; D.C. Heath (Canada), 1992; Churchill Films Inc. (US), 1994.

Awards:

Bronze Apple Award; National Educational Film and Video Festival, Oakland, 1993;
Certificate of Creative Excellence, US Industrial Film and Video Festival, Chicago, 1993.